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All About Rich Answers in Search

Do They Increase Your Traffic?
How Can you Get Them For Your Site?

The leading industry event by digital marketers for digital marketers

Who Am I?



Columnist & Contributor

Forbes



copyblogger

Marketing Land



CEO & Founder

STONE TEMPLE
Consulting

40+ person Digital Marketing and SEO firm

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Google's Amit Singhal

“The destiny of [Google’s search engine] is to become that *Star Trek* computer, and that’s what we are building.”

Let's Look At Some Data!

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We Conducted a Massive Study

Total Queries	855,423	
Rich Answers (Google)	166,366	19.4%
Rich Answers (Bing)	9569	1.1%

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Includes a Table



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Search tools

About 126,000,000 results (0.67 seconds)

Year	Winning team	Manager	League	Losing team
2014	San Francisco Giants	Bruce Bochy	NL	Kansas City Royals

111 more rows, 3 more columns

List of World Series champions - Wikipedia, the free ...
en.wikipedia.org/wiki/List_of_World_Series_champions Wikipedia ▾

Feedback

Movie Result – Shows Tabs

Menus
also show
tabs

Google

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About 47,300,000 results (0.59 seconds)

Showtimes for American Sniper

Sat, May 23	Sun, May 24	Mon, May 25	Tue, May 26	
All times	Morning	Afternoon	Evening	Night

West Boylston Cinema - [Map](#)

Standard	4:00pm	7:00	9:25
----------	--------	------	------

East Providence 10 - [Map](#)

Standard	12:05pm	3:00	6:25	7:10	9:10
----------	---------	------	------	------	------

All times are in ET

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Question Only Partially Answered

1765: Stamp Act Congress

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About 97,000 results (0.50 seconds)

The Stamp Act Congress, or First Congress of the American Colonies, was a meeting held between **October 7** and 25, 1765 in **New York City**, consisting of representatives from some of the British colonies in North America; it was the first meeting of elected representatives from the American colonies to devise a unified response to the Act.

Stamp Act Congress - wikipedia, the free encyclopedia
en.wikipedia.org/wiki/Stamp_Act_Congress Wikipedia





3,117
examples
found

Feedback

Has a Form

Google

how many calories in a pepperoni pizza

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About 152,000 results (0.64 seconds)

285 calories

Type	Quantity
Pizza, 14" regular crust	1 slice (107 g)

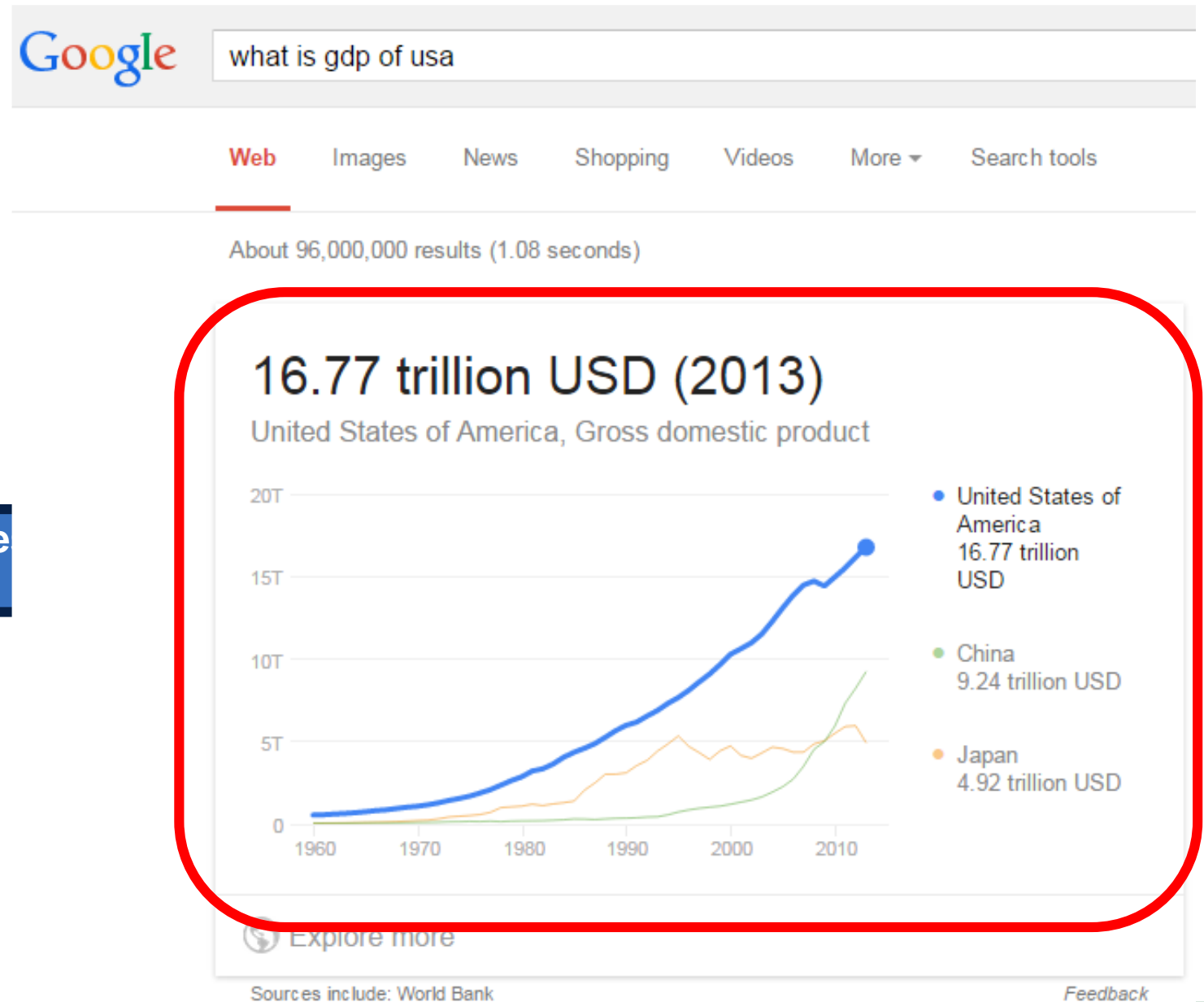
Sources include: USDA

Feedback

5,356
examples
found

Includes a Chart

33 example
found



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Consulting

Includes Link to Follow On Actions

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Search tools

About 42,900,000 results (0.73 seconds)

Create a Google Account

support.google.com/accounts/answer/27441

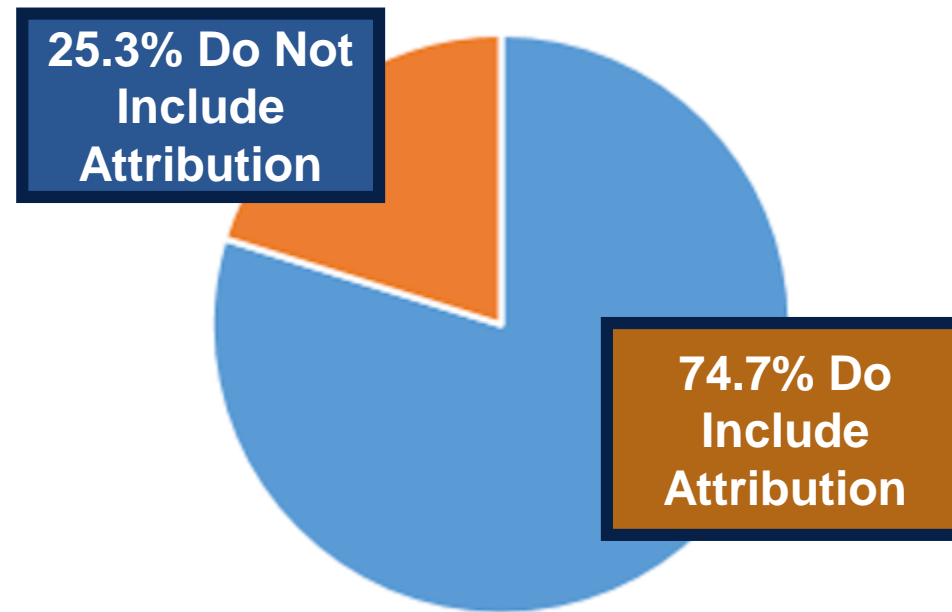
With a Google Account, you can access Gmail, YouTube, Google+, and other Google services with a single username and password.

1. Visit the Account Creation page.
2. Fill in the requested information and create your account.

→ Go to Account Creation

172 examples found

Is Google Providing Proper Attribution?





Don't Build an SEO
Strategy Based on
Public Domain Data

The Rich Get Richer?

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Google Uses Many Domains With Lower Authority

Domain Authority	Number of Domains	Percent of Total
100	29	0.17%
90-99	731	4.41%
80-89	1800	10.86%
70-79	2183	13.17%
60-69	2333	14.08%
50-59	2447	14.76%
40-49	2659	16.04%
30-39	2360	14.24%
20-29	1447	8.73%
<20	583	3.52%

57.3% of
Domains Used
Have a
DomainAuthority
Less Than 60

what is a rfp

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Search tools

About 23,100,000 results (0.62 seconds)

Requests for Proposals (**RFPs**) can be an invaluable source of new business opportunities for your company as long as you know what they are, where to find them, and how to make strategic decisions regarding them. May 13, 2013

What is a RFP, where to find RFPs, and are RFPs relevant?

www.confluentforms.com/2013/05/requests-for-proposals-rfp.html

Feedback

Domain
Authority of 47

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Request for proposal - Wikipedia, the free encyclopedia

en.wikipedia.org/wiki/Request_for_proposal ▼ Wikipedia ▼

A **request for proposal (RfP)** is a solicitation, often made through a bidding process, by an agency or company of a commodity, service or valuable asset, to potential suppliers.

Request for quotation - Bidding - Proposal (business)

Jumped Over
Wikipedia!

What is a RFP, where to find RFPs, and are RFPs relevant?

www.confluentforms.com/2013/05/requests-for-proposals-rfp.html ▼

May 13, 2013 - Requests for Proposals (**RFPs**) can be an invaluable source of new business opportunities for your company as long as you know what they are, where to find them, and how to make strategic decisions regarding them.

Simple Clear Answer to the Question

WHAT IS A RFP?

Quite simply:

"A request for proposal (RFP) is a solicitation document that an organization posts to elicit bids from potential vendors in order to procure a product or service through the responding business proposals. The RFP process is meant to bring structure and transparency to the procurement decision, while reducing risk through open requirements and discussion."



what is a rfp

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About 23,100,000 results (0.62 seconds)

Requests for Proposals are an invaluable source of new business opportunities as long as you know what they are, where to find them, and how to use them. May 13, 2013

Title Tag
Entices Click
Through

invaluable source of new business opportunities as long as you know what they are, where to find them, and how to use them. May 13, 2013

What is a RFP, where to find RFPs, and are RFPs relevant?

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Feedback

how to get more followers on google plus



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About 62,000,000 results (0.68 seconds)

1. Fill out your profile and write down a few different types of people you want to target. ...
2. Get Circloscope so you have an easy tool for managing your Google Plus circles. ...
3. Find communities, groups, and events where people are engaged in the content you are sharing, then add them to your circles.

More items...

Domain
Authority of 38

How to get more targeted followers to your Google Plus page

www.steadydemand.com/.../get-targeted-followers-google-plus-page-764.h...

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how to get more followers on google plus



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Search tools

About 62,000,000 results (0.68 seconds)

1. Fill out your profile and write down a few different types of people you want to target. ...
2. Get Circloscope so you can track the activity of people in your Google Plus circles. ...
3. Find communities, users, and events where people are engaging on Google Plus. Then add them to your circles.

More Items Will
Drive More
Clicks

More items...

How to get more targeted followers to your Google Plus page

www.steadydemand.com/.../get-targeted-followers-google-plus-page-764.h...

20+ Awesome Ways to Get More Followers for Your Google ...

<https://blog.kissmetrics.com/get-more-google-plus-followers/> ▼

Apr 4, 2014 - • Create a Personal Profile In Addition to Your Business Page ... • Treat Your Google Plus Page Like a Micro Blog, and Post Valuable Content ... • Add Relevant People and Businesses to Your Circles ... • Engage with Other Users In a Meaningful Way ... • Watch for Trending Topics to Find Out What Your Users Are Talking About17 more items

How to Get at Least 500 More Google+ Followers by Next ...

<https://blog.kissmetrics.com/500-google-plus-followers/> ▼

Oct 29, 2014 - He's interesting, active, and has a ton of followers). 1 guy k google plus. So, go fix up your profile. Put some real pictures of your face. Add your ...

11 Ways to Get More Followers for Your Google+ Business ...

www.socialmediaexaminer.com/google-plus-busi... ▼ Social Media Examiner ▼

Jul 31, 2014 - This article shows 11 ways to get more followers for your Google+ Page. ... Tags: google plus, google plus circle, google plus page, google plus ...

How I Got

jimmie lanley.

It seems that

... My google

Ranks Number
5 Normally

Plus | Jimmie Lanley

gle Plus mysterious. They want
get more followers. Reply.

How to get more targeted followers to your Google Plus page

www.steadydemand.com/.../get-targeted-followers-google-plus-page-76... ▼

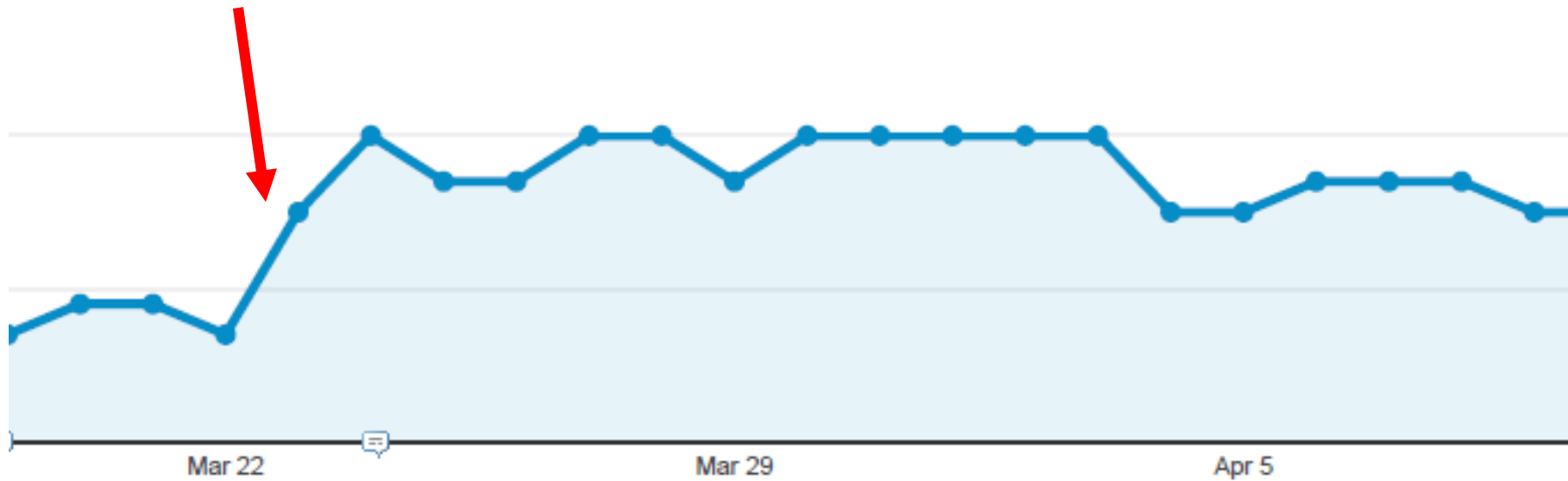
Dec 18, 2014 - • Fill out your profile and write down a few different types of people you want to target. ... • Get Circloscope so you have an easy tool for managing your Google Plus circles. ... • Find communities, users, Google Plus posts, and events where people are engaging on the type of content you are sharing, then add them to your circles.2 more items

So to recap, you can get more engagement and more targeted followers on your Google Plus page if you:

1. Fill out your profile and write down a few different types of people you want to target.
2. Get Circloscope so you have an easy tool for managing your Google Plus circles.
3. Find communities, users, Google Plus posts, and even on the type of content you are sharing, then add them to your circles.
4. Monitor the engagement of the people you are circling, and move those who are engaging (or are publishing great content you want to consume) into more permanent circles.
5. Clean up your circles on a regular basis.

Simple Direct
Answer to the
Question

Got The Rich Answer



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How Can I Get Me Some?

Yes, We Ran a
Test

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We Started With a List of Common Questions

How To Implement a NoFollow?

How To Implement a NoIndex Tag?

How To Implement a Rel Alternate Tag?

How To Implement a Rel Canonical?

How To Implement a Vary:User Agent Header?

How to Implement a NoFollow Attribute - The Digital Marketing Classroom with Professor Enge

Digital Marketing Classroom with Professor Enge



We Published 5
Videos on May
20th

Today's Lesson:



How to Implement a NoFollow Attribute



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How do you implement a NoFollow Attribute on a Link?

1. Identify the pages and the links on those pages on which you want to place the NoFollow attribute. The attribute should be placed within the anchor tag, which is another name for the code for that link.
2. Include the NoFollow attribute within your link

**We Included Transcripts
With an Outline of Clear
Steps**

Nofollow Example

```
<a href="http://www.someone-elses-domain.com/" rel="nofollow">A Page We Don't  
Control</a>
```

3. Update the source page on your live web site.

Nofollow Attribute Video Tutorial Script

Today I am going to explain how to implement a NoFollow tag, and when you should consider using it.

What Does a NoFollow Attribute Do?

A NoFollow attribute is an instruction to the search engines, telling them that you don't want to pass PageRank through a link. You should use it when you don't want to vouch for the quality of the page receiving the link.

The Content Provided a Lot More Info Than Just the "How To"

NoFollow attribute is what happens to the PageRank. In reality, the PageRank is not redistributed through the link. If you link to a page, it may still be crawled, and it may still be indexed. Similarly, this can happen if other pages link to that page without a NoFollow on those links.

For that reason, I don't recommend implementing the NoFollow attribute on links that point to other pages on your own site. It's best to use other tags if you feel that these pages are of poor quality.



Mark Traphagen

Shared publicly - May 20, 2015

NEW! How to Implement a NoFollow Attribute

Digital Marketing Classroom with Professor Enge

Introducing our newest video series! In The Digital Marketing Classroom, "Professor" **Eric Enge** will take you deep into technical SEO issues, showing you step-by-step how to implement.

Watch this episode on using the NoFollow attribute (and get a full transcript) at <http://stonet.co/nofollowhowto>

And see all the episodes available so far at <https://www.marketing-classroom/>

#seo #nofollow #plusonly

We Shared One of The URLs on Google+



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Search Console

Google adds new sites to our index, and updates existing ones, every time we crawl the web. appear in our index.

URL:

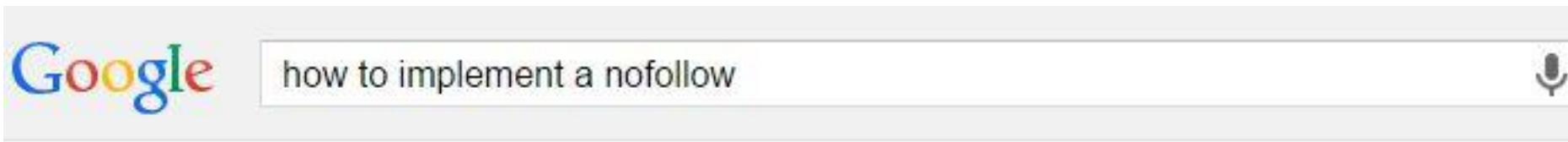
**We Submitted the URLs in
Search Console**

Type the text

[Privacy & Terms](#)

reCAPTCHA™

Submit Request



Web Videos News Images Shopping More ▾ Search tools

About 201,000 results (0.27 seconds)

How do you implement a NoFollow Attribute on a Link?

1. Identify the pages and the links on those pages on which you want to place the NoFollow attribute. The attribute should be placed within the anchor tag, which is another name for the code for that link. ...
2. Update the source page on your live web site.

How to Implement a Nofollow Attribute Video Tutorial - The ...

<https://www.stonetemple.com/how-to-implement-a-nofollow-attribute/>

[Feedback](#)

**Bingo!
Saw This Within
3 Days of
Publishing the
Content**

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1

Identify a Simple Question

2

Provide a Direct Answer

3

Offer Valued Added Info

4

Make it Easy for Users (and Google) to Find

Thank You!

Eric Enge

eenge@stonetemple.com

@stonetemple

+Eric Enge

(508) 485-7751

www.stonetemple.com

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